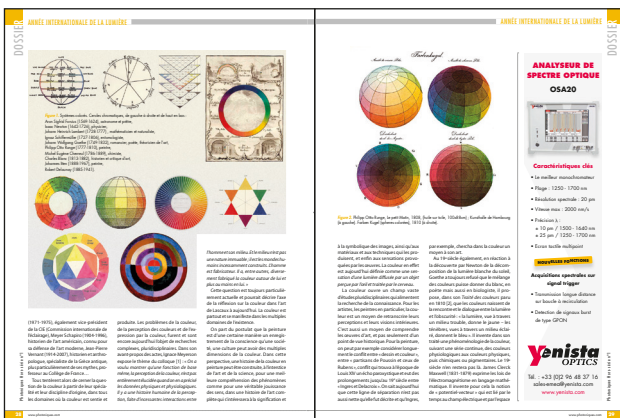


Photoniques

WHO WE ARE



Photoniques is the flagship publication of the French Optical Society (SFO).

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EDITORIAL CALENDAR 2018

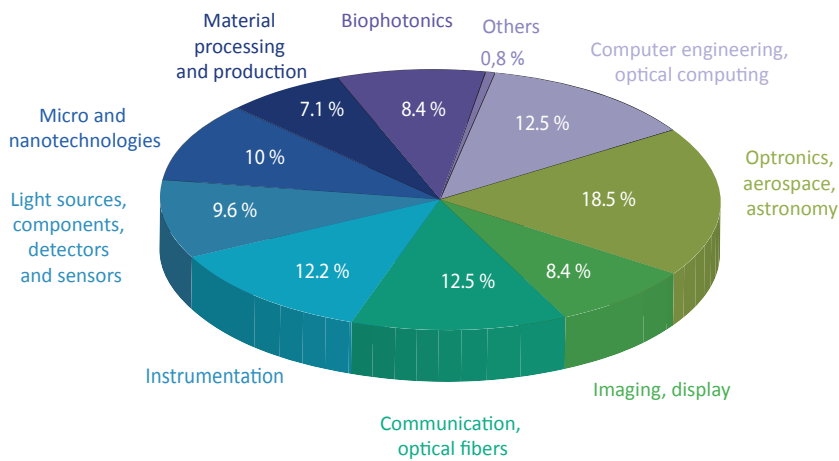
Advertise in your favourite issues

	Date of release	Shows & conferences	Dossier We focus on the themes of «Photonic devices from the lab to the market»	Focus	Famous opticians	Back-to-basics	Buyer's guide
N° 90 Jan. - Feb.	20 February 2018	Photonic West	Plasmonic Technologies & applications	PACA	Hermann Helmholtz	Surface-enhanced Raman spectroscopy (SERS)	An atomic force microscope (AFM)
Spécial issue N° 3 March -April**	20 April 2018		Overview of photonic devices & applications		James Maxwell	Metamaterials	A theraherz camera
N° 91 May - June	20 June 2018	CLEO USA	Quantum technologies & applications	Focus Photonics roadmap	Emilie du chatelet	Quantum cryptography	A photon counting module
N° 92 July - August	29 August 2018	Grand Congrès SFO	Adaptative optics technologies & applications	Focus in partnership with AFOP	Urbain Le Verrier	Adaptive optics	A micro-lens array
N° 93 Sept. - Oct.	22 October 2018	ENOVA Paris	Opto-electronic technologies & applications	Franche-Comté	Zang Heng	Quantum Cascade Lasers (QCL)	A mini-spectrometer
N° 94 Nov. - Dec.	20 December 2018	Micronora	Photo-acoustic technologies & applications	Israel	Joseph Petzval	Photo-acoustics	A supercontinuum laser

** In addition to our devoted readers, this special issue will be distributed to the **6000** members of the European Optical Society (EOS) within 21 countries. **NOT TO BE MISSED !**

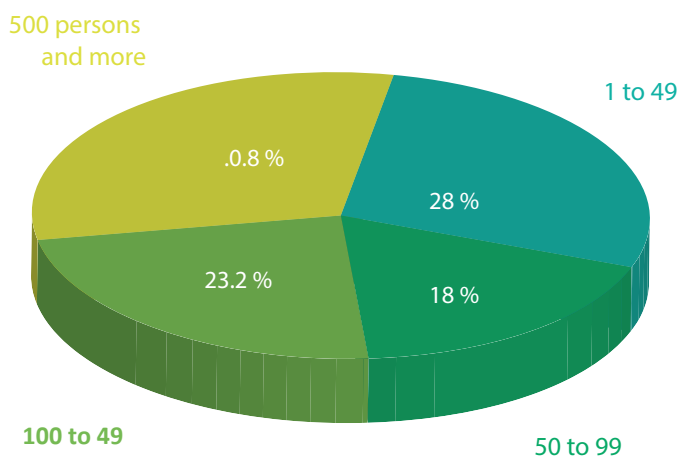
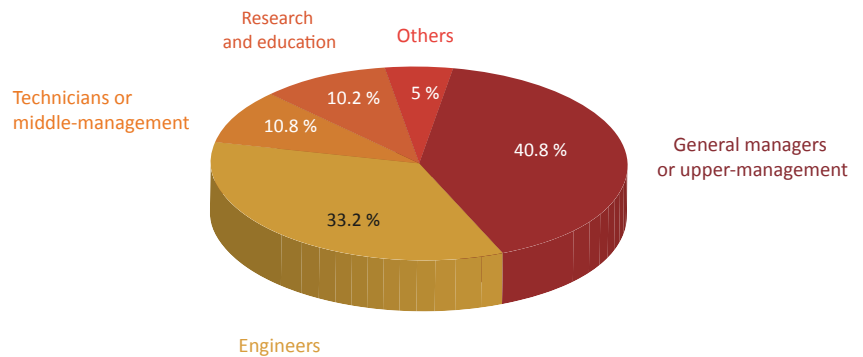
TOP REASONS TO ADVERTISE IN *PHOTONIQUES*

- Communicate in a reliable source of information for Photonics experts
- Reach a targeted audience of key decision makers
- Raise brand awareness on the French photonics market!



Photoniques covers any field related to **optics**

Photoniques helps you target **key decision makers interested in your offer**



Photoniques connects **with any company involved in optics, whether it's be a small start-up or a large well-established company.**

ADVERTORIAL

- Enhance your message in an editorial way by publishing an advertorial, which will highlight your corporate profile and the features of your products
- Send us your text and illustrations. We will handle the design and will submit it to your approval.
- Your advertorial will feature like any other information published in the section, with the mention: «advertorial».

Available sizes

- 1/3 page with photo (title: 36 characters + text = 1500 characters approximately)
- 1/3 page without photo (title: 36 characters + text = 1700 characters approximately)
- 1/2 page with photo (title: 57 characters + text = 1700 characters approximately)
- 1/2 page without photo (title: 57 characters + text = 3200 characters approximately)

Technical specifications

- Text files: word
- Medias files (logos included) : .jpeg, .tiff or .eps, with a resolution of 350 dpi

For 1/3 page, only provide one illustration. A photomontage is permitted provided that the assembly constitutes a single block.

Advertorial rates

- 1/3 Page.....1 400 €
- 1/2 Page.....2 100 €

CLOSING DATES

	N° 90 Jan. - Feb.	Special issue N° 3 March - April	N° 91 May - June	N° 92 July - August	N° 93 Sept. - October	N° 94 Nov. - Dec.
Date of release	20 February	20 April	20 June	29 August	22 October	20 December
Booking deadline	9 January	8 March	9 May	5 July	8 September	8 November
Material deadline	19 January	20 March	19 May	18 July	20 September	20 November

MAXIMIZE YOUR ONLINE EXPOSURE WITH PHOTONIQUES DIGITAL OFFER

E-news
Emailed every month

Website

www.photoniques.com

The screenshot shows the Photoniques magazine website layout. At the top is the logo and issue information. Below is a large orange banner area labeled 'Your banner here'. The main content area is divided into several sections: 'ACTUALITÉS' with an article about Thales Alenia Space and IETR; 'Nouveaux produits' featuring Ricoh Industrial Solubons; 'AGENDA' with various events; and 'Formations' with courses on fiber optics and laser technology. There are also social media links for Twitter and Facebook.

The screenshot shows the Photoniques website homepage. It features a navigation menu with categories like 'ACTUALITÉS', 'PRODUITS', 'AGENDA', 'LA REVUE', 'VITRINE DE L'INNOVATION', 'ANNUAIRE FORMATIONS', and 'ABONNEZ-VOUS'. A search bar is located at the top right. The main content area includes a featured article about Quantel's laser technology, a 'Nouveaux produits' section for a violet supercontinuum laser, and a 'Formations' section for a fiber optic conversion course. There are also several 'Your banner here' placeholders on the right side of the page.

E-news	
High banner (400*150px)	Second banner (400*150px)
600 € / newsletter	500 € / newsletter
Maximum weight: 50 ko Files format: png, jpeg	

Website			
High banner (728*90px)		Second banner (300*90px)	
2 months	300 €	2 months	300 €
6 months	800 €	6 months	800 €
1 year	1 400 €	1 year	1 400 €
Maximum weight: 50 ko Files format: png, jpeg, gif			


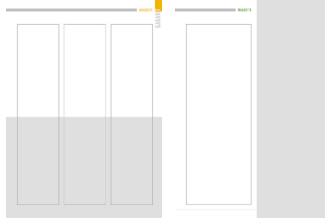
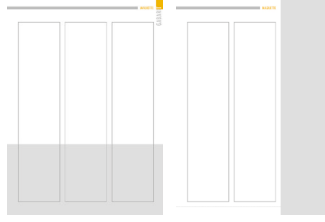
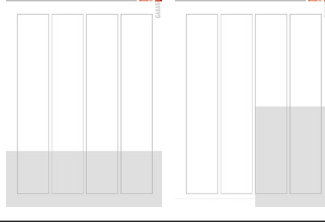
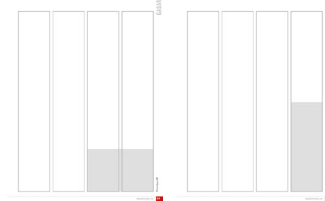
PRINT ADVERT RATES 2018

Frequency discount

2 ads/year	- 5 %
3 ads/year	- 7,5 %
4 ads/year	- 10 %
5 ads/year	- 13 %
6 ads/year	- 16 %
7 ads/year	- 18,5 %
8 ads/year	- 21 %
9 ads/year	- 23,5 %
10 ads/year	- 26 %
11 ads/year	- 28,5 %
12 ads/year	- 31 %
and more	- 31 %
Agency disc.	- 15 %

Extra charges

Specified space	+ 10 %
Two-color	+ 20 %

	Ad size	Four color	Black & White
	Cover 4 ^e 2 ^e (opposite editorial) 3 ^e Full page Loose insert (W 210 mm x D 297 mm)	4 830 € 4 300 € 3 670 € 3 600 € 3 000 €	2 400 €
	1/2 Page horizontal (W 210 mm x D 136 mm) 1/2 Page vertical (W 100 mm x D 297 mm)	2 070 €	1 600 €
	1/3 Page horizontal (W 210 mm x D 96 mm) 1/3 Page vertical (W 69 mm x D 297 mm)	1 380 €	1 000 €
	1/4 Page horizontal (W 210 mm x D 76 mm) 1/4 Page vertical (W 100 mm x D 136 mm)	1 250 €	800 €
	1/8 Page horizontal (W 88 mm x D 57 mm) 1/8 Page vertical (W 41 mm x D 120 mm) No embedded fonts	800 €	500 €

MATERIAL SPECIFICATIONS

- Essential material must be at least at 10 mm in from the maximum width and depth
- PDF files must have a minimum resolution of 300 dpi, no image compression, CMYK and embedded fonts.
- All sizes require crop marks and a 5 mm bleed, except 1/8 page.

Photoniques can in no case be held responsible for the final quality of files provided in RGB format or not meeting technical requirements.

Any additional treatment on advertising file will result in additional costs